

## CLAIMS

What is claimed:

1. A method for determining certain personal characteristics and preferences of an individual, comprising the steps of:
  - subjecting the individual to one or more personality tests and recording the results in a database;
  - subjecting the individual to one or more application specific tests and recording the results in said database;
  - subjecting the individual to one or more situational action response tests and recording the results in said database;
  - scoring the results of said tests and classifying the test results based upon a predetermined set of rules and storing the classified results in said database; and
  - comparing said classified results to a predetermined set of references to develop a set of data representing preferences and other characteristics of the individual.
2. A method for determining certain personal characteristics and preferences of an individual as recited in claim 1, and further comprising the step of:
  - using said set of data to provide compatible content, advice or personal introductions to said individual.
3. A method for determining certain personal characteristics and preferences of an individual as recited in claim 1 wherein said personality tests include the Keirsey Temperament Sorter.
4. A method for determining certain personal characteristics and preferences of an individual as recited in claim 1 wherein said application specific tests are selected from the group consisting of personality tests, demographics tests, on-line and off-line behavioral response tests, psychographic tests, and life style and quality of life tests.

1 5. A method for determining certain personal characteristics and preferences of an  
2 individual as recited in claim 1 wherein said predetermined set of references include  
3 characteristics selected from the group consisting of personality traits, skills, competencies,  
4 attitudes, beliefs, behaviors, psychographic, demographic and resume items.

1 6. A method for determining certain personal characteristics and preferences of an  
2 individual as recited in claim 1 wherein the format of each said test is selected from the group  
3 consisting of text presentation, video presentation, audio presentation, photographic/image  
4 presentation, and combinations thereof.

1 7. A system for enabling the online determination of certain personal characteristics and  
2 preferences of an individual, comprising:

3 means for subjecting the individual to one or more personality tests and recording the  
4 results in a database;

5 means for subjecting the individual to one or more application specific tests and  
6 recording the results in said database;

7 means for subjecting the individual to one or more situational action response tests and  
8 recording the results in said database;

9 means for scoring the results of said tests and classifying the test results based upon a  
10 predetermined set of rules and storing the classified results in said database; and

11 means for comparing said classified results to a predetermined set of references to develop  
12 a set of data representing preferences and other characteristics of the individual.

1 8. A system for enabling the online determination of certain personal characteristics and  
2 preferences of an individual as recited in claim 7, and further comprising:

3 means for using said set of data to provide compatible content, advice or personal  
4 introductions to said individual.

1 9. A system for enabling the online determination of certain personal characteristics and  
2 preferences of an individual as recited in claim 7 wherein said personality tests include the  
3 Keirsey Temperament Sorter.

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1           10. A system for enabling the online determination of certain personal characteristics and  
2 preferences of an individual, as recited in claim 7 wherein said application specific tests are  
3 selected from the group consisting of personality tests, demographics tests, on-line and off-line  
4 behavioral response tests, psychographic tests, and life style and quality of life tests.

1           11. A method for determining certain personal characteristics and preferences of an  
2 individual as recited in claim 7 wherein said predetermined set of references include  
3 characteristics selected from the group consisting of personality traits, skills, competencies,  
4 attitudes, beliefs, behaviors, psychographic, demographic and resume items.

1           12. A method for determining certain personal characteristics and preferences of an  
2 individual as recited in claim 7 wherein the format of each said test is selected from the group  
3 consisting of text presentation, video presentation, audio presentation, photographic/image  
4 presentation, and combinations thereof.